



27-57-ZD

#254
Peugeot
504 Coupé
(1973)

Norev
475433

Period: 1969-1983
Built: 26,629

Engine: 2.0-litre 4-cyl. Inj.
Power: 110 PS
Top speed: 179 km/h
Price: fl. 21,980 (1971)

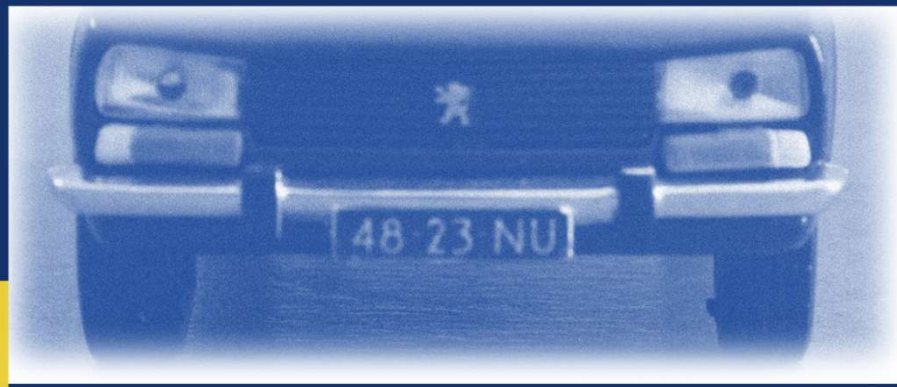
Predecessor:
Peugeot 404 Coupé
Successor:
Peugeot 406 Coupé

Date acquisition:
26/02/2018

Approx. first plate Approx. last plate
13-53-JM **JY-50-BY**



PEUGEOT



The 504 Coupé was an important inspiration for the 1990s 406 Coupé.

Peugeot has made various beautiful cars, but none will trump the 504 Coupé for sheer beauty. Many will even consider it among the most beautiful coupés of all time. Certainly, Pininfarina did a stellar job in designing a coupé derivative on the 504 platform. Apart from the distinctive downward curving bonnet line that resembles the 504 saloon, the 504 is a clean-sheet design. The long-nose and cab-rearward setup give the car stunning proportions that revoke the Alfa Romeo 105/115 series Giulia-based coupés. The original design, from before the 1974 facelift, has more original – and to my eyes – more beautiful detailing, such as the separated-out rather than joined-up twin headlamps, a chrome rather than black plastic grille, and rear lights made up of quadruple diagonals rather than more conventional rectangular units. I also like the understated steel wheels with hubcaps: a design with the basics spot on needs nothing more!

The pre-facelift car was available only with a 2.0-liter 4-cylinder injection engine shared with the 504 TI saloon, and a choice of manual or automatic gearbox. From the 1974 facelift, it also offered the so-called PRV V6-engine that Peugeot co-developed with Renault and Volvo (where it found application in the Renault 30 and Volvo 264).

This Norev model showcases the 504 in its best light. The dark brown exterior brings out the chrome detailing – including the Pininfarina logo behind the doors – very well and it combines beautifully with the lighter brown interior. Given the relative rarity (only a fraction of 504s are coupés; fewer even convertibles), values as of 2023 are quite reasonable; between 20k and 30k in Euros for vehicles in good to exceptional condition.



The 504 Coupé is among the most beautiful coupés of the 1960s and 1970s.



The 504 range included a broad range of body styles including a berline and Break.